What is claimed is:

l. A continuous paper feeding apparatus for feeding a perforated continuous paper sheet, comprising:

a paper supply device configured to supply the continuous paper sheet;

a tractor configured to feed the continuous paper sheet supplied from said paper supply device while engaging perforations of the continuous paper sheet;

a braking device located between said paper supply device and said tractor and configured to apply a braking force to the continuous paper sheet;

braking force setting device for variably setting the braking force; and a controller to control the variable braking force applied by the braking device according to the setting made by said braking force setting.

- 2. A continuous paper feeding apparatus according to claim l, further comprising a sensor to detect a perforation enlarging.
- 3. A continuous paper feeding apparatus according to claim 2, wherein said braking force setting device sets the braking force according to a detecting result of said sensor.

- 4. A continuous paper feeding apparatus according to claim l, wherein said braking force setting device sets the braking force according to a type of the continuous paper sheet.
- 5. A continuous paper feeding apparatus according to claim l, wherein said braking force setting device sets the braking force according to conditions of an installation environment.
- 6. A continuous paper feeding apparatus according to claim l, wherein said braking device includes an evacuating device to evacuate the continuous paper sheet thicknesswise.
- 7. A continuous paper feeding apparatus according to claim l, wherein said braking device includes a pressurizing device to pressurize the continuous paper sheet thicknesswise.
- 8. A printer for printing an image onto a perforated continuous paper sheet, comprising:
- a paper supply device configured to supply the continuous paper sheet;
- a tractor configured to feed the continuous paper sheet supplied from said paper supply device while engaging perforations of the continuous

paper sheet;

a printing device configured to print the image onto the continuous paper sheet at a location downstream of said tractor;

a braking device located between said paper supply device and said tractor and configured to apply a braking force to the continuous paper sheet;

a braking force setting device to set the braking force; and

a controller to control the braking force applied by said braking device according to the setting made by said braking force setting device.

- 9. A printer according to claim 8, further comprising a sensor to detect a perforation enlarging.
- 10. A printer according to claim 9, wherein said braking force setting device sets the braking force according to a detecting result of said sensor.
- 11. A printer according to claim 8, wherein said braking force setting device sets the braking force according to a type of the continuous paper sheet.
- 12. A printer according to claim 8, wherein said braking force setting device sets the braking force according to conditions of an installation

environment.

- 13. A printer according to claim 8, wherein said braking device includes an evacuating device for evacuating the continuous paper sheet thicknesswise.
- 14. A printer according to claim 8, wherein said braking device includes a pressurizing device to pressurize the continuous paper sheet thicknesswise.
- 15. A printer according to claim 8, further comprising a fixing device configured to fix the image onto the continuous paper sheet at a location downstream of said printing device.
- 16. A printer according to claim 15, wherein said fixing device applies tension to the continuous paper sheet.
- 17. A continuous paper feeding apparatus, comprising:
 - a sheet supply device configured to supply a continuous printing paper sheet;
- a feeding device configured to feed the printing paper sheet supplied from said sheet supply device;
 - a braking device configured to apply a braking force to the printing

paper sheet fed by said feeding device;

a braking force setting device to set the braking force; and

a controller to control the braking force applied by the braking device according to the setting made by said braking force setting device.

- 18. A continuous paper feeding apparatus according to claim 17, wherein said braking device is located upstream of said feeding device.
- 19. A continuous paper feeding apparatus according to claim 17, further comprising a printing device configured to print the image onto the continuous printing paper sheet fed by said feeding device at a location downstream of said feeding device.
- 20. A continuous paper feeding apparatus according to claim 17, said feeding device includes a tractor having feed pins for engaging perforations of the printing paper sheet.
- 21. A continuous paper feeding apparatus according to claim 20, further comprising a sensor for detecting a perforation enlarging.
- 22. A continuous paper feeding apparatus according to claim 21, wherein said braking force setting device sets the braking force according to a

detecting result of said sensor.

- 23. A continuous paper feeding apparatus according to claim 17, wherein said braking force setting device sets the braking force according to a type of the printing paper sheet.
- 24. A continuous paper feeding apparatus according to claim 17, wherein said braking force setting device sets the braking force according to conditions of an installation environment.
- 25. A continuous paper feeding apparatus according to claim 17, wherein said braking device includes an evacuating device to evacuate the printing paper sheet thicknesswise.
- 26. A continuous paper feeding apparatus according to claim 17, wherein said braking device includes a pressurizing device to pressurize the printing paper sheet thicknesswise.